

**ENVIRONMENTAL CHAMPIONS: AN ONLINE
COLLABORATIVE HUB FOR SUSTAINABLE
LANDCARE IN THE BAROSSA REGION**

PITCH DOCUMENT

Barossa Future Leaders Project 2017

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ENVIRONMENTAL CHAMPIONS: AN ONLINE COLLABORATIVE HUB FOR SUSTAINABLE LANDCARE IN THE BAROSSA REGION

VISION

A Barossa that is environmentally healthy that sustains life and all its biodiversity.

MISSION

To build an integrated and collaborative online hub ('The Hub') for sustainable land care within the Barossa Region for our environment and our people.

OVERVIEW

Sustainable land care is a priority issue for many living and working within the Barossa. To date, business, industry, local council, and community leaders have worked individually to create resilient landscapes by embracing native plants and grasses, managing water resources and devising strategies to support native birds, insects, and other fauna.

This project recognises the individual efforts being made in sustainable land care within the Barossa. Our goal is to bring together these efforts, to create a space where knowledge can be shared, opportunities promoted and where community leaders can come together to support those looking to develop sustainable land practices.

We will create an online meeting place for sustainable land care within the Barossa region. This meeting place will provide key resources for community members and businesses looking to engage in sustainable land care practice. Additionally, this project will identify community leaders who will represent each priority area, who will act as touch points for those looking for more information or support.

Through our research we have identified four key priorities for which 'The Hub' will provide support:

Shared resources on current sustainability projects happening in the region
Business contacts, B2B Opportunities & Professional Networking
Community volunteering opportunities and events
Indigenous knowledge and expertise

As an additional resource, a representative for each priority would be acknowledged as an "Environmental Champion" as a primary point of contact for further information or support. These Champions would be assigned an "expert status" in relevant fields to recognise them as a highly influential authority on certain environmental topics. The representatives would also be considered a key spokesman for their organisation.¹

By bringing together current and relevant information in these areas, which can be expanded upon and supported by an industry leader, we hope to provide a relevant and ongoing

¹This title is borrowed in reference to a previous project by the Barossa Grape & Wine Association. We recognise the exceptional work of Nicki Robins and BGWA, and hope to build on this project. [Environmental Champions – Barossa Grape & Wine Association](#)

resource that can support and promote sustainable land care practice within the Barossa region.

COMMUNICATION AND COMMUNITY ENGAGEMENT

The viability of 'The Hub' depends on its continued relevance to and use by the broader Barossa community. Awareness, continued site maintenance and communication play a pivotal role in successfully channelling the project vision.

As such, a two-fold approach has been taken to sustaining 'The Hub' as a relevant and regularly used source. These approaches consist of a well-designed communications strategy that targets both traditional and new medias, coupled with a 'community-based social marketing' approach, that works from ground up to connect with and engage community members. The former relies on traditional marketing methods to communicate the presence and relevance of 'The Hub'. It will consist of an ongoing and consistent public relations campaign, driven through articles and advertisement in local newspapers (The Leader, The Herald), with the ripple effect over surrounding entities (neighbouring communities sharing news; The Gawler Bunyip, The Advertiser, The Sunday Mail, Daily Wine News, etc.) as the project progresses.

Similarly, online and social media also have the potential to be utilised. Regularly updated accounts across Facebook, Instagram and Twitter have the potential to tell the environmental narrative of the Barossa region to both a local, national and international audience. Hashtags on Facebook, Twitter and Instagram can also be created as an outlet for the community to share their own person projects and efforts towards sustainability. Additionally, a signup section provided on the website will offer the opportunity to subscribe to a monthly newsletter, to retain engagement with site as well as traction with various events.

By contrast, the 'community-based social marketing' approach channels the strength of the community as a living, communicating entity and provides it with a relevant and useful tool for accessing information and opportunities. This strategy is embedded in the design of the site, its creation and its usage. At every step, this website will be created in consultation with the broader community. They are contributors, collaborators, and its greatest champions.

PRIORITY ONE: SHARED RESOURCES ON CURRENT SUSTAINABILITY PROJECTS

Potential Leader: Industry Representative (Yalumba, Pernod Ricard Winemakers etc)

Access to information regarding current sustainability projects is one of the main inhibitors to those wishing to engage within sustainable land care within the Barossa region. A comprehensive and easily digestible series of resources regarding sustainable land care within the Barossa region is therefore central to 'The Hub'. This section, which will be created to align stakeholders and create a more collaborative effort, would come in the form of an Environmental Resources section.

This would be a refined database and public facing that informs the community of what is happening in their region with relation to specific projects and initiatives, how those initiatives are both ecologically and economically beneficial, and how the individual (or group) can become involved or find out more. Without diluting the message the message of the various stakeholders or undermining their efforts, the Environmental Resources section will be organised in a way that clearly and succinctly outlines the various initiatives with detail increasing via hyperlinks as the enquirer delves deeper.

A database would be created outlining initiatives such as:

- BGWA's "Creating Resilient Landscapes" in partnership with the AMLR NRM
- Pernod Ricard Winemakers' "Vineyard Biodiversity Plantings"
- Yalumba & St Hallett's "Insectarium"
- Barossa Bushgarden's nursery and volunteering events
- Trees for Life – New Paddock Tree Project
- Williamstown & Lyndoch Landcare Group & Altona Reserve
- Mount Pleasant Natural Resource Centre
- Upper Torrens Land Management Project
- Natural Resource Management (NRM)
- Barossa Council
- Individual growers & their viticultural practices
- Sustainable Winegrowing Australia
- Entwine
- Dan Falkenberg (native grasses, making own compost; under-vine mulch, state of the art soil moisture monitoring)
- Anthony Scholz (frost fans, dam with evaporative cover, solar energy, under-vine mulch)
- Dr Michael McCarthy (research into decreasing spring/winter rainfall; solutions for the changing climate)
- Evan Gobell (revegetation of property for diversity, reducing erosion, beautification);
- Prue Henschke (insectarium in vineyard for biodiversity, mulch under-vine)
- Sam Dahlitz (revegetation of creekline; trialing alternative varieties for changing climate)
- Henschke's Sustainable land practices
- The Barossa Sustainable Environs Committee (BSEC)
- Regional Development Australia (RDA) Barossa
- Any other similarly minded individual, business or community group that is yet to be identified in this pitch

Each resource would be controlled by a central moderator to ensure that requirements are met for consistency and ease of access.

PRIORITY TWO: BUSINESS CONTACTS, B2B & NETWORKING

Potential Leader: Regional Development Australia Barossa, Gawler, Light & Adelaide Plains

In addition to providing resources, 'The Hub' also aims to connect business & industry leaders with each other, to prompt discussion and to stimulate collaboration. The strategy for this will be twofold. Chiefly, it will provide an online forum for discussion where businesses may ask questions, upload relevant information and prompt discussion surrounding relevant issues.

This will be an area where industry leaders can support (or disagree with) each other's principals in day-to-day operations & future planning. It will be a place where building a culture of collaboration will lead to exchanging knowledge and ideas, developing healthy relationships and strengthening teaching and assessing approaches. Any common themes, questions, or ideas would be brought to life from the forum to 'The Hub' as a permanent fixture.

This section will also provide a database of private businesses offering consultation on land care initiatives within the region. Businesses will be invited to submit their profiles; detailing the services they can offer the broader business community.

PROFESSIONAL NETWORKING ACTIVITIES AND LIVE EVENTS

In addition to digital B2B networking, 'The Hub' will host a quarterly networking event for industry professionals looking to engage in sustainable land care. In contrast to the listed community events (see below), these events will belong specifically to 'The Hub' as an activity and will pertain specifically to the business community. Guest speakers from relevant organisations will be invited to present at these informal gatherings, during which conversation and questioning will be encouraged.

PRIORITY THREE: COMMUNITY VOLUNTEERING OPPORTUNITIES AND EVENTS

Potential leader: The Barossa Bushgardens

In collaboration with local community groups, 'The Hub' will provide a relevant and continually updated set of community-based volunteering opportunities. These community groups will be directly involved in the design of this page and will be invited to submit their own opportunities and content to the site. These groups will include, but not limited to:

- Local schools and education facilitators
- Angaston Primary
- Nuriootpa Primary
- Nuriootpa High
- TAFE SA (Barossa Campus)
- Faith Lutheran College
- Tanunda Primary
- Tanunda Lutheran
- Redeemer Lutheran
- Good Shepherd Lutheran
- Community groups and local government initiatives
- Barossa Enterprises
- Community volunteering
- Corporate volunteering
- Working for the Dole
- Barossa Grape and Wine Association (BGWA)
- Local government
- RDA Barossa (Regional Development Australia)
- Investment in the region
- The Barossa Sustainable Environs Committee (BSEC)
- Young People in Agriculture
- Grants
- Barossa Council
- Corporate
- Wineries
- Agriculture
- Any other similarly minded individual, business or community group that is yet to be identified in this pitch.

The longevity of the mission can be pursued by educating and encouraging local schools to partake either integrating with the current curriculum structure (TAFE SA Agriculture students looking to gain knowledge and skills from real-life experience), or extra-curricular activities encouraged by educational facilitators (participating in events such as National Tree Day, Clean Up Australia Day, or encouraging sustainability education).

PRIORITY FOUR: INDIGENOUS COMMUNITY CONTACTS

Potential Leader: Elders from the Peramangk, Ngadjuri and Kurna Communities

This project recognizes the ongoing cultural, spiritual and physical connection First Nations people have to the South Australian landscape. It acknowledges the complex system of land care management that existed within the region prior to European settlement and maintains an ongoing commitment to consultation with these communities and their elders.

The Barossa Region falls over shared land between Peramangk, Ngadjuri and Kurna nations. In consultation with elders from these communities, 'The Hub' will provide a set of online resources that can be accessed as a starting point to information surrounding traditional land care practices. These resources will include:

- Creative Spirits
- Landcare SA, Indigenous Land Management Program
- Peramangk Heritage Association
- Kurna Aboriginal Community & Heritage Association
- Kurna Warra Pintyathni
- Mobile Language Team
- Indigenous Natural Resource Management
- Dark Emu – Bruce Pascoe
- Aboriginal Lands Trust
- Australian Institute of Aboriginal & Torres Strait Islander Studies
- Country Arts South Australia
- Reconciliation Australia
- Barossa Council
- Gawler Council
- Adelaide Plains Council
- Light Council
- Regional Development Australia Barossa, Gawler, Light & Adelaide Plains

In addition to these resources, 'The Hub' will work in consultation with representatives from the Peramangk, Ngadjuri and Kurna communities to develop a more expansive consultation package for businesses, community groups & individuals looking to engage in this area.

LOOKING FORWARD

Looking forward, there are three main steps that need to occur. Chiefly, community and stakeholder consultation will begin with initial conversations between the nominated leadership groups/individuals. In order to be successful, this project requires the full commitment of each partner involved in the process.

From here, a full project brief and costing will be designed. In order to be successful, the project requires two-tiered funding. The first tier is for the initial design, consultation, and creation of 'The Hub'. The following organizations will be approached for funding support and/or pitched to as potential hosts:

- Foundation for Rural & Regional Renewal
- Adelaide & Mount Lofty Ranges Natural Resources Management Board
- Thomas Foundation
- Tourism Barossa
- Barossa Grape & Wine Association
- Foundation Barossa
- The Barossa Co-op
- Local business sponsorship
- Crowd Sourcing

The second tier is the ongoing or operational costs. This will support the ongoing day-to-day maintenance of the site, any upgrades and any new developments. The following organizations will be approached for assistance in seeking this operational funding:

- Regional Development Australia Barossa, Gawler, Light & Adelaide Plains
- Barossa Council
- Light Council
- Adelaide & Mount Lofty Ranges Natural Resources Management Board
- Barossa Bushgardens, as a part of the Barossa Council and as hosts of the Natural Resource Centre

This group commits to the ongoing facilitation and development of this project, under the ongoing support, mentorship and guidance of Russell Johnstone.

Selected Additional Reading

[Adelaide & Mount Lofty Ranges Natural Resources Management Board](#)

[The Barossa Bushgardens](#)

[Barossa Council](#)

[Barossa Grape & Wine Association](#)

[Biodiversity & Pernod Ricard Winemakers](#)

[Doug McKenzie Mohr – Community-Based Social Marketing](#)

[Environmental Champions – The Barossa Grape & Wine Association](#)

[Grassy Ground Restoration Project](#)

[Landcare](#)

[Landcare – Indigenous Land Management](#)

[Light Council](#)

[Maps of Aboriginal Australia](#)

[National Landcare Program](#)

[Regional Development Australia Barossa, Gawler, Light & Adelaide Plains](#)

[Seeding Natives](#)